

## IN THE CLAIMS

Claims 1-11 (Canceled).

12 (Previously Presented). A computer readable medium storing instructions that, when executed by a processor-based system, enable the processor-based system to:

transmit video content;

transmit incentive image portions corresponding to complete image sections of a viewer incentive image in association with said video content, such that said complete image portions accumulate depending on viewing time;

delay display of the complete viewer incentive image by enabling said complete image sections to be displayed without displaying the complete incentive image, the extent of the incomplete image that is displayed in the form of said complete image sections being dependent on the time spent viewing video content; and

electronically pose a question in the course of transmitting the video content to determine whether the viewer is actually watching the content and only accrue the incentive when the viewer is actually watching the content.

13 (Previously Presented). The computer readable medium of claim 12 further storing instructions that cause a processor-based system to transmit said viewer incentive image portions together with said television content.

14 (Previously Presented). The computer readable medium of claim 12 further storing instructions that cause a processor-based system to transmit video programming together with ancillary information and transmit said viewer incentive image portions as part of said ancillary information.

15 (Previously Presented). The computer readable medium of claim 12 further storing instructions that cause a processor-based system to progressively provide an image portion of an overall incentive image which may be earned by those viewers who view programming for a given amount of time.

16 (Previously Presented). The computer readable medium of claim 15 further storing instructions that cause a processor-based system to display a portion of an incentive image which has not yet been earned.

Claims 17 and 18 (Canceled).

19 (Previously Presented). A system comprising:  
a video content receiver;  
an ancillary content receiver; and  
a transmitter to transmit video content and ancillary information and to delay display of a complete viewer loyalty incentive image by transmitting complete image portions of a viewer loyalty incentive image over time so that said complete portions accumulate based on viewing time to create said complete incentive image, and said complete portions being viewable without viewing the complete incentive image, the portion of the complete incentive image in the form of said complete image portions that is viewable by the user being dependent on the amount of time spent viewing said video content, said transmitter to pose a question in the course of transmitting the video content to determine whether the viewer is actually watching the content and only accruing the incentive when the viewer is actually watching the content.

20 (Original). The system of claim 19 wherein said transmitter transmits the ancillary information and video content together.

21 (Original). The system of claim 19 wherein said video content and ancillary information are transmitted at separate times.

Claims 22-27 (Canceled).